

03-12-02

Express Mail Cert. No. EL 834 337 315 US

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant

MATZ, William R., et al.

Ser. No.

10/017,111

Fil. Date

December 14, 2001

For

Method and System for Targeted Incentives

Examiner

Unknown

Art Unit

Unknown

RECEIVED

MAR 2 0 2002

Technology Center 2100

ASSISTANT COMMISSIONER FOR PATENTS Washington, DC 20231

INFORMATION DISCLOSURE STATEMENT

SIR:

Pursuant to 37 C.F.R. §§1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Form-PTO 1449. A copy of each of the references listed on the attached form is attached herewith.

This Information Disclosure Statement is being submitted before the mailing of a first Office action on the merits for a national application other than a continued prosecution application, and, therefore, no certification or fee is required (37 C.F.R. § 1.97b(3)).

The Commissioner is authorized to charge any additional fees to Deposit Account 16-1435. A duplicate of this sheet is attached for that purpose.

It is respectfully requested that the references listed on the attached form be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom. For the documents listed in "Other Documents," Applicant has listed the dates, which are shown on the documents. Applicant makes no representation as to the publication dates, if any, of the documents.

Respectfully submitted,

Date: 3/11/02

By:

John C. Alemanni

Reg. No. 47,384

KILPATRICK STOCKTON LLP 1001 West Fourth Street Winston-Salem, North Carolina 27101 (336) 607-7311

EXPRESS MAIL CERTIFICATE

"Express Mail" mailing label number

EL 834 337 315 US

Date of Deposit

March 11, 2002

Type of Documents

: Information Disclosure Statement

(in duplicate);

Form 1449;

Cited References; and

Return postcard

Application No.

10/017,111

Filing Date

December 14, 2001

(signature)

I hereby certify that the documents identified above are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231.

Heather Norman

8181:36968-265388 WINLIB01:937007.1

PTO/SB/08A (08-00)

rough 10/31/2002. OMB 0651-0031 Approved for use

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are	required to respond to a collection of	information unless it contains a valid Olvib control number	
Substitute for form 1449A/PTO	Complete if Known		
	Application Number	10/017,111	
INFORMATION DISCLOSURE	Filing Date	December 14, 2001	
STATEMENT BY APPLOCANT	First Named Inventor	MATZ, William R., et al.	
	Group Art Unit	Unassigned	
(use as many sheets as necessary)	Examiner Name	Unassigned	
Sheet 1 of 2 MAK 1 ZUUZ LL	Attorney Docket Number	36968-265388	

U.SU ATENT DOCUMENTS						
	1	U.S. Patent Doo	aument RA	DEMB	•	T
Examiner Initials *	ner Cite Kin		Code ²	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevar Passages or Relevant Figures Appear
		6,314,577	B1	POCOCK, Michael H.	November 6, 2001	
		5,892,508	B1	HOWE, Wayne R., et al.	April 6, 1999	
_		5,818,438	B1	HOWE, Wayne R., et al.	October 6, 1998	
		6,076,094	B1	COHEN, Thomas Andrew, et al.	June 13, 2000	
		6,172,674	B1	ETHEREDGE, Robert C.	January 9, 2001	
		6,252,586	B1	FREEMAN, Michael J., et al.	June 26, 2001	
					* **	
			 			
						DECEN/FD
						HEOLIV
						MAR 2 0 2002 Technology Center 210
	ļ	-	 			2 10101
	<u> </u>					Technology Center 210
	<u> </u>				· · · · · · · · · · · · · · · · · · ·	Asimananian de
					ay.	
		,				
			1			

FOREIGN PATENT DOCUMENTS								
	For	eign Patent De	ocument	Name of Patentee	Date of Publication of	Pages, Columns, Lines,		
Examiner Initials*	Cite No. ¹	Office ³	Number ⁴	Kind Code ⁵ (<i>if known</i>)	or Applicant of Cited Document	Cited Document MM-DD-YYYY	Where Relevant Passages or Relevant Figures Appear	T ₆
					-			
			ļ					
		-						

Examiner Signature	Date Considered	

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁶ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark hee if English language Translation is attached.





Please type a plus sign (+) inside this box

PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitute for form 1449A/PTO	Complete if Known		
INFORMATION DISCLOSURE O	Application Number	10/017,111	
INFORMATION DISCLOSURE 3	Filing Date	December 14, 2001	
STATEMENT BY APPLICANT MAR 1 1 20002	First Named Inventor	MATZ, William R., et al.	
	Group Art Unit	Unassigned	
(use as many sheets as necessary)	Examiner Name	Unassigned	
Sheet 2 of 2	Attorney Docket Number	36968-265388	

_		NON PATENT LITERATURE DOCUMENTS		
	T ²	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Cite No. ¹	Examiner Initials *
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/icom_cgi/print/print.cgi?url=http://devices/report_interactive.htm, (11/16/01) pp. 1-2.	. \	
		"Liberate Technologies – Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1.	,	
		"Liberate Technologies – Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/db.html, (11/16/01) p. 1 of 1.		
ΪVΕ	Œ	"Liberate Technologies – Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html, (11/16/01) pp. 1-2.		
2002	1			
enter 2	ју Се	"Liberate Technologies – Solutions," Liberate Mediacast Server™, www.solutions.liberate.com/products/mediacast_server.html, (11/16/01) pp. 1-2.		
1		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., www.mixedsignals.com, itvinfo@mixedsignals.com, (2000) p.1.		
		"power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2.		
7		"it just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp. 1-2.		
		"The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p 1 of 1.		
		"What is Wink?," www.wink.com/contents/whatiswink.shtml, (11/16/01) p. 1 of 1.		
		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/howitworks.shtml, (11/16/01) p. 1 of 1.		
7		"What is Wink: Examples," What is Wink – Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2.		
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4.		

Examiner	Date	
Signature	Considered	

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.